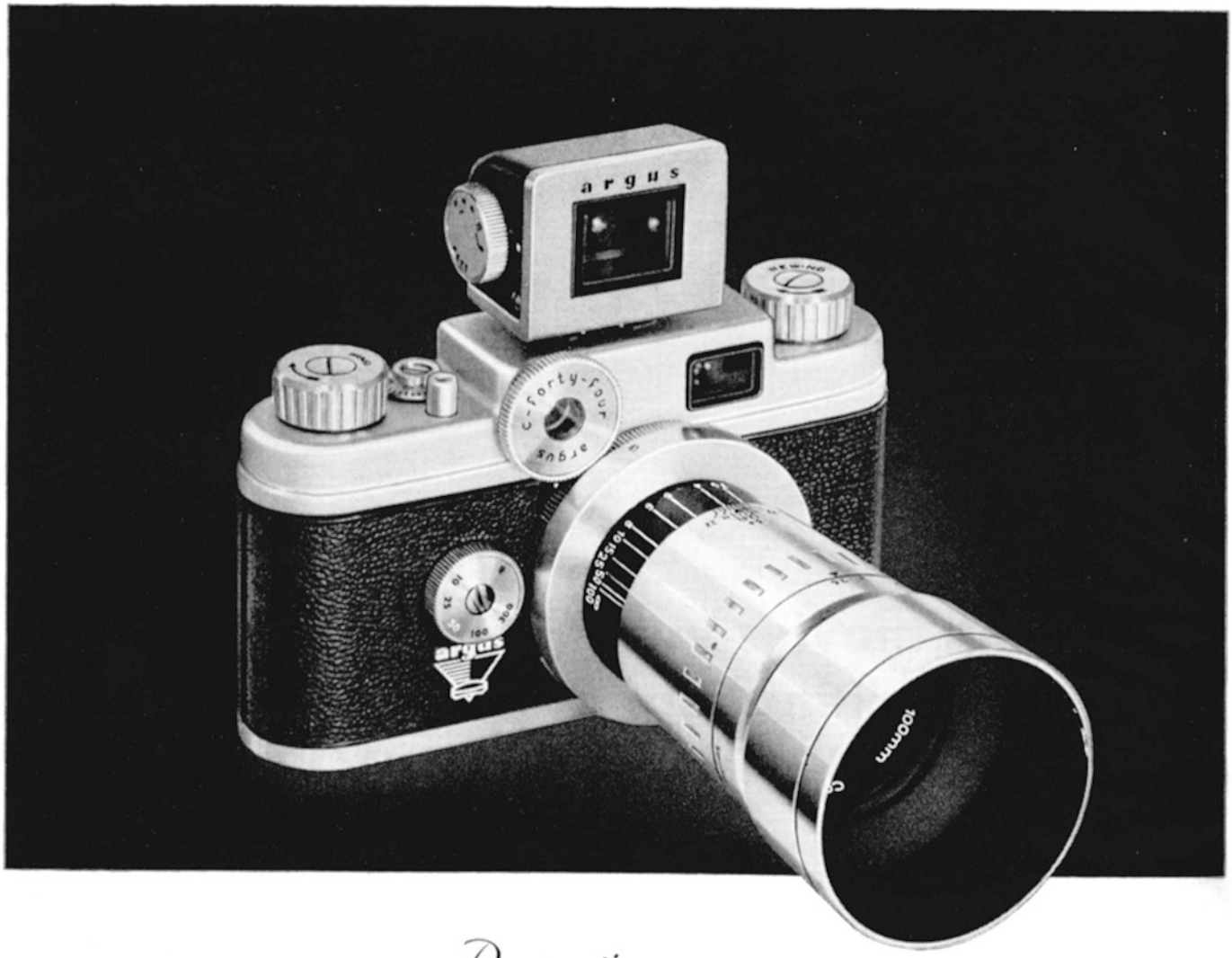

Presenting
an American Masterpiece of Precision and Versatility

THE ALL-NEW ARGUS C-44

Imagine a camera that will let you enjoy all the fun of color-slide photography right from the start—yet has all the precision features any expert could want.

New features? Its new, four-element f:2.8 Cintagon lens is as fine as any in the world. And besides the perfection of its regular lens, the C-44 offers you the versatility of two supplementary lenses: the Telephoto and Wide-angle. What's more, a new, bayonet-type lens mount lets you switch from one lens to another with just a twist of the wrist; and a Variable Power Viewfinder lets you see exactly what each lens sees—just by turning a knob.

Other features include lens-coupled rangefinder; gear-controlled shutter with speeds to 1/300 second; film counter; built-in flash synchronization.

Results? You'll get color slides as fresh as a Spring morning. Pictures that you can project life-size for all to see.

Unquestionably, the C-44 is the finest color-slide camera in America. See it at your dealer's—and be forewarned: This is a camera you will take home with you.

C-44 camera with 50 mm lens: $99.50. *Variable Power Viewfinder: $14.50.*
35 mm Wide-angle lens: $56.50. 100 mm Telephoto lens shown on camera: $59.50.

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